Richard Koscher

HEAD OF BRAND & CREATIVE

richardswork.com
linkedin.com/in/rkoscher
San Francisco Bay Area · U.S. / EU

I build in-house creative teams and the brands they serve. Rebrands led from the inside, reporting to the CMO, from the George Lucas Educational Foundation to ThoughtSpot, with work running across the US, EMEA and APAC. Brand films recognized at Cannes Lions and selected at film festivals. Author of Rebrand Without the Bullsh*t.

EXPERIENCE

ThoughtSpot · Senior Director, Brand & Creative — 2025 – PRESENT

Head of creative for the AI-powered analytics platform, reporting to the CMO.

- Led the brand refresh that repositioned ThoughtSpot for a more competitive market, unifying identity and storytelling across product and marketing
- Campaigns helped build the biggest pipeline in ThoughtSpot's 14-year history
- Built the in-house creative operation across design, motion and campaign production, alongside agency partners

akompany · Head of Brand & Creative — 2023 – 2025

Brand and creative lead for a B2B agency serving venture-backed AI and data companies.

- Led brand refreshes and launch campaigns for clients including Anyscale, Yellow.ai and Memgraph
- Tripled organic traffic and lifted engagement 60% with a client refresh; conversion up 40%
- Built AI-assisted production workflows that cut production time 35%

Matillion · Senior Creative Director — 2022 – 2023 · REMOTE

Led the brand evolution of the data platform, reporting to the CMO, and built its in-house team.

- Repositioned the brand to scale globally across products, platforms and practitioner communities
- Launched it at Snowflake Summit and Databricks Data+AI, delivering 6:1 pipeline-to-spend
- Doubled click-through from 4% to 8% with the new brand and website; raised video conversion from 1% to 4.8%

Neo4j · Senior Creative Director — 2020 – 2022 · REMOTE

Led the brand refresh of the graph database leader and built the in-house creative function.

- Redefined the visual identity across products and platforms; BlueOcean brand score from 120 to 185, rated Best in Class
- 135% rise in annual engagement after the refresh
- Directed and produced the brand film Graph Your Story: Cannes Lions, AI-AP International Motion Award, Red Rock Film Festival

D2iQ · Creative Director — 2018 – 2020

- Led the 360° rebrand and rename from Mesosphere to D2iQ in 90 days: name, identity, design system, website and launch video
- 178% increase in lead generation after the rebrand; sales-accepted leads up 215%; marketing-sourced revenue up 78%

AdRoll · Creative Director, Global — 2014 – 2018

- Co-led the global repositioning and brand refresh; built and led a 12-person in-house creative team
- Global performance campaigns delivering 4.5x ROI for a $250M-revenue business
- Brand film Your Future with AdRoll: Cannes Lions, Telly Award

EARLIER

Future US
Creative Director · 2010–2014
Maximum PC · Maggie Award

Red Bull Media House
Creative Director · 2009–2010
Brand and product design

George Lucas Ed. Foundation
Art Director · 2007–2009
Edutopia rebrand · Webby Award

THE BOOK

Rebrand Without the Bullsh*t
The In-House Playbook · Print, ebook, Audible

LEADERSHIP

Creative Direction
Brand Strategy & Positioning
Rebrands & Renames
Building In-House Teams
Executive Leadership
Agency & Partner Management
Brand Films & Campaigns
Generative AI Workflows

RECOMMENDATIONS

"He doesn't just make things that look great. He builds brands that move audiences and deliver results."
Lance Walter, CMO, LucidLink

"He pulled it off on a timeline no one thought was possible."
Tobi Knaup, former CEO, D2iQ

AWARDS

Cannes Lions
Graph Your Story · Your Future with AdRoll

Webby Award
Edutopia.org, George Lucas Ed. Fdn.

AI-AP Intl. Motion Award
Graph Your Story, Neo4j

Telly Award
Your Future with AdRoll

Maggie Awards
Maximum PC · Edutopia

Red Rock Film Festival
Official Selection, Graph Your Story

SPEAKING

Oberlin College & Conservatory
"The Long Way Around," Nov 2026

Marin SBDC
"Creating a More Resilient Art Business"

HOW Design Conference
Chicago

FILM TRAINING

Film Editing & Motion Graphics
College of Marin

Scriptwriting & Directing
San Francisco Film School

LANGUAGES

English, German (native)
U.S. / EU dual citizen